

Dustin Vaughn Warncke

(512) 497-7674 | Dustin.Warncke@Gmail.com

Author | e-Commerce Manager | Marketer | Sales Professional | Webmaster

Notable Skills

- Over 20 Years in Direct B2B and D2C Sales Experience in Multiple Industries
- Over 11 Years in E-Commerce, Graphic Design, and Marketing Experience in B2B and D2C Channels
- HTML, WordPress, Wix, Weebly, GoDaddy, Website Design Skills
- Skilled in Amazon FBA & FBM / WooCommerce / BigCommerce / Shopify / ECWID eCommerce Platforms
- Master Copywriter with AI Technical Acumen
- Project Management Experience in Video/Audio/Photography Production, Advertising, Marketing, Development, & Digital Asset Management
- Email and SMS Marketing: Proficient in Klaviyo, Emma, Constant Contact, and MailChimp
- Skilled in Google and Meta (Facebook & Instagram) Advertising Campaigns
- Skilled in Facebook, Instagram, Twitter, and LinkedIn Social Media Marketing and Social Pilot, Hootsuite and Other Social Media Syndication
- Employee Management Experience
- Graphic Design: Canva and Adobe Creative Cloud Suite (Express, Premiere, Photoshop, & InDesign)
- Google Suite (Sheets, Docs, Slides, Forms) and Microsoft Office Suite
- Skilled in Confluence, Wrike, ClickUp, Trello, & Notion Task Management Software
- CRM Experience: RoofLink, Roofr, Leap/Job Progress, HubSpot, Salesforce, and Mirabel
- Professional Public Speaker/Presenter
- Direct Mail Campaigns

Professional Experience

NewRuf.com Roofing and Restoration

February 2024-Present

Marketing Director / Project Supervisor

Marketing Role: Graphic design for marketing and advertising including YouTube ads and Facebook and Instagram ads using Meta Business Suite. Supervising contract marketing agency work with Google ads and Google Business Profile. Managing granularly targeted OTT / CTV Ads using MNTN platform and AudioGo for Podcast and Streaming Radio Ads. Video filming and production and audio Ad production.

Sales Role:

- **Driving Sales Growth:** Assisting senior sales representatives in generating leads, conducting engaging sales presentations, and closing deals with residential and commercial customers.
- **Customer Needs Assessment:** Collaborating with homeowners, property managers, and contractors to assess roofing needs. Recommending and explain suitable solutions based on budget, property type, and desired outcome.
- **Exceptional Customer Service:** Building and maintaining strong relationships with customers by providing exceptional service and addressing their inquiries or concerns promptly and professionally.
- **Product Expertise:** Staying up-to-date on market trends, competitor activities, and new roofing products or services. Effectively communicating the benefits and value propositions of these offerings to customers.

Lammes Candies Since 1885, Inc.

February 2023-August 2023

E-commerce Manager

Grew online sales year over year in off-peak season. Geared up Omni-Channel initiatives with Amazon, Walmart, Kohl's, Target Plus, Kroger, and eBay. Grew D2C and B2B confection sales with ecommerce tools, social media marketing, email campaigns, digital advertising campaigns, and other sales channels in conjunction with managing projects with connected marketing and development agency. Video filming and production

Upper Echelon Products, LLC

May 2021-September 2022

Internet Marketing Manager/Partnerships/Sales/Quality Control/Product Testing

Managed Amazon.com Fulfillment by Amazon/Merchant Fulfilled Channel business and managed marketing, external partnerships with closeouts, overstocks, and liquidations, secured federal government award contract and drop-ship vendor contract. Helped grow sales in new e-commerce and business to business channels. Managed sponsored brand video ad productions and vendor and contractor relationships. Also managed Shopify e-commerce business for 7 private brands along with quality control and product testing for safety assurance. Authored several standard operating procedures and video walk-thru guides.

Fortune Products, Inc. - AccuSharp Knife and Tool Sharpeners

January 2020-November 2020

Marketing Manager / Amazon Manager

Grew B2B two-step distribution sales through email campaigns, images, videos, press releases, sales, and marketing materials and many other marketing and ecommerce sales management tasks. Grew sales in new direct to consumer online sales/ecommerce markets and managed relationships with customers in traditional revenue streams via various direct sales and marketing methods for two-step distribution business model.

Texas Fish & Game Publishing Co., LLC

June 2013-December 2019

Associate Publisher / Contributing Editor / Media Sales Representative / Columnist

Worked with advertisers and magazine contributors in meeting monthly goals of advertising sales and editorial content. In charge of culminating and producing freshwater and saltwater fishing reports from contributing fishing guides for Texas Fish & Game Magazine, sold advertising to support revenue goals for monthly magazine and annual atlas, contributed to the FishGame.com blog, produced bi-monthly podcast and supported editorial staff. Sales tasks included cold and warm sales calls, following up on leads, attending industry tradeshow and business development.

Warncke Enterprises (Marketing Agency)

September 2009 – Present (Part-Time)

Owner / Principal

Website Design/Development/Maintenance, Consulting and Marketing/Advertising Services Serving numerous small businesses and organizations. Experience includes search engine optimization, Google Ads, eCommerce, eLearning courses, WordPress website design and custom website platform builds, video filming and production, branding, product development consulting, marketing material design, technical support, public speaking and presenting, and digital marketing services.

Volunteer/Community Involvement Experience

- **Cross Water Outfitters**
- **Camp Agape Texas**
- **Hill Country Bowhunters**
- **Lone Star Bowhunters Association**

Education

2002, Bachelor of Arts

Texas Lutheran University

Business Portfolio/Past Projects:

<https://dustinsprojects.com/portfolio/>

Graphic Design Portfolio:

<https://dustinsprojects.com/graphic-design-portfolio/>